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# SMS Deliverability Troubleshooting: DND Filters & Encoding

Category: Deliverability | Difficulty: Intermediate | Duration: 12 mins | Code: VQSMS-CRS-9

**OFFICIAL EXECUTIVE SUMMARY:** Why messages fail and how to troubleshoot unicode hidden characters, blacklist...

## 1. Course Overview & Target Outcomes

Why messages fail and how to troubleshoot unicode hidden characters, blacklist filters, and network rejections.

This training guide provides actionable frameworks designed by VeloQuip telecom architects.

By completing this course, participants will understand practical deployment standards and telecom rules.

## 2. Core Knowledge Modules Covered

- Unicode Triggers: How 1 Emoji Cuts Max Length to 70 Characters
- Smart Quote and Hidden Em-Dash Normalization
- Telecom Spam Filters: Repetitive Links & Sensational Terms
- Resolving Network Timeout and Inactive MSISDN Errors

## 3. Operational Guidelines for VeloQuip SMS Users

Always ensure your contacts have provided verifiable consent before triggering bulk communications.

Monitor your real-time analytics dashboard under 'SMS History' to inspect carrier return receipts.

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## Part II: Execution Blueprint & Best Practices

Companion Guide to SMS Deliverability Troubleshooting: DND Filters & Encoding | VeloQuip Enterprise Series

### 4. High-Performance Deployment Checklist

- Step A: Verify sender authorization and character length restrictions (max 11 characters).
- Step B: Test message rendering on feature phones, iOS, and Android to detect encoding issues.
- Step C: Schedule large audience dispatches (>10,000) through the background queue worker.
- Step D: Embed short trackable URLs to analyze click-through rates and customer conversions.

### 5. Quality Assurance & Error Mitigation

Avoid generic spam language or misleading offers that trigger automated telco firewalls.

When sending time-sensitive notices, maintain active dual credit balances (non-expiry backup).

**RECOMMENDED:** Use the automated Cron Worker for 1M recipient campaigns to bypass timeouts.

### 6. Summary & Academy Accreditation

This course document forms part of the VeloQuip SMS Platform Certified Specialist Program.

For questions or developer assistance, consult the Support Center or review our online tutorials.